



Retail Goods and Services Expenditures

Prepared by ARMS

Counties: Limestone, AL

Top Tapestry Segments:		Demographic Summary		2008	2013
Southern Satellites	27.2%	Population		73,572	79,413
Midland Crowd	21.3%	Households		28,017	30,478
Green Acres	10.7%	Families		20,469	22,060
Salt of the Earth	5.7%	Median Age		38.0	39.6
Up and Coming Families	5.5%	Median Household Income		\$44,392	\$48,949

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	60	\$1,607.15	\$45,027,658
Men's	60	\$295.82	\$8,288,112
Women's	57	\$535.55	\$15,004,385
Children's	70	\$290.12	\$8,128,392
Footwear	50	\$239.49	\$6,709,872
Watches & Jewelry	70	\$156.65	\$4,388,781
Apparel Products and Services ¹	71	\$89.52	\$2,508,116
Computer			
Computers and Hardware for Home Use	69	\$144.38	\$4,045,137
Software and Accessories for Home Use	66	\$19.07	\$534,373
Entertainment & Recreation	77	\$2,846.02	\$79,736,895
Fees and Admissions	65	\$401.01	\$11,235,180
Membership Fees for Clubs ²	68	\$112.70	\$3,157,391
Fees for Participant Sports, excl. Trips	64	\$73.16	\$2,049,760
Admission to Movie/Theatre/Opera/Ballet	62	\$92.67	\$2,596,462
Admission to Sporting Events, excl. Trips	66	\$40.10	\$1,123,553
Fees for Recreational Lessons	64	\$81.98	\$2,296,792
Dating Services	68	\$0.40	\$11,222
TV/Video/Sound Equipment	73	\$1,049.55	\$29,405,281
Community Antenna or Cable TV	78	\$572.76	\$16,047,020
Televisions	67	\$196.89	\$5,516,274
VCRs, Video Cameras, and DVD Players	75	\$25.11	\$703,621
Video Cassettes and DVDs	73	\$47.48	\$1,330,341
Video Game Hardware and Software	72	\$25.97	\$727,723
Satellite Dishes	90	\$1.00	\$27,965
Rental of Video Cassettes and DVDs	72	\$36.82	\$1,031,584
Streaming/Downloaded Video	59	\$0.48	\$13,395
Sound Equipment ³	65	\$138.96	\$3,893,227
Rental and Repair of TV/Radio/Sound Equipment	70	\$4.07	\$114,131
Pets	87	\$386.53	\$10,829,440
Toys and Games	77	\$114.35	\$3,203,715
Recreational Vehicles and Fees ⁴	100	\$436.91	\$12,240,989
Sports/Recreation/Exercise Equipment ⁵	72	\$154.42	\$4,326,494
Photo Equipment and Supplies ⁶	75	\$95.85	\$2,685,303
Reading ⁷	72	\$207.39	\$5,810,493
Food	74	\$6,184.70	\$173,276,627
Food at Home	75	\$3,673.43	\$102,918,611
Bakery and Cereal Products	76	\$511.18	\$14,321,617
Meat, Poultry, Fish, and Eggs	76	\$927.15	\$25,976,064
Dairy Products	75	\$420.51	\$11,781,551
Fruit and Vegetables	71	\$589.92	\$16,527,806
Snacks and Other Food at Home ⁸	77	\$1,224.67	\$34,311,573
Food Away from Home	73	\$2,511.26	\$70,358,016
Alcoholic Beverages	66	\$393.17	\$11,015,436
Nonalcoholic Beverages at Home	78	\$344.73	\$9,658,335



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	61	\$616.65	\$17,276,629
Vehicle Loans	83	\$4,820.97	\$135,069,017
Health			
Nonprescription Drugs	85	\$96.50	\$2,703,585
Prescription Drugs	87	\$492.91	\$13,809,930
Eyeglasses and Contact Lenses	80	\$61.66	\$1,727,492
Home			
Mortgage Payment and Basics ⁹	71	\$6,462.40	\$181,056,998
Maintenance and Remodeling Services	68	\$1,412.35	\$39,569,945
Maintenance and Remodeling Materials ¹⁰	89	\$369.10	\$10,341,005
Utilities, Fuel, and Public Services	79	\$3,618.17	\$101,370,352
Household Furnishings and Equipment			
Household Textiles ¹¹	71	\$99.68	\$2,792,745
Furniture	67	\$443.15	\$12,415,661
Floor Coverings	71	\$69.13	\$1,936,731
Major Appliances ¹²	79	\$237.26	\$6,647,366
Housewares ¹³	67	\$63.62	\$1,782,365
Small Appliances	76	\$26.67	\$747,141
Luggage	63	\$6.27	\$175,571
Telephones and Accessories	61	\$26.21	\$734,446
Household Operations			
Child Care	68	\$278.99	\$7,816,439
Lawn and Garden ¹⁴	80	\$340.69	\$9,545,230
Moving/Storage/Freight Express	68	\$35.36	\$990,714
Housekeeping Supplies ¹⁵	78	\$597.63	\$16,743,915
Insurance			
Owners and Renters Insurance	84	\$412.94	\$11,569,209
Vehicle Insurance	77	\$1,071.55	\$30,021,687
Life/Other Insurance	82	\$470.51	\$13,182,286
Health Insurance	81	\$1,650.96	\$46,255,003
Personal Care Products ¹⁶	74	\$321.31	\$9,002,198
School Books and Supplies ¹⁷	68	\$80.78	\$2,263,335
Smoking Products	86	\$388.29	\$10,878,813
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	79	\$4,076.21	\$114,203,229
Gasoline and Motor Oil	82	\$2,075.08	\$58,137,608
Vehicle Maintenance and Repairs	75	\$743.16	\$20,821,230
Travel			
Airline Fares	62	\$259.52	\$7,270,899
Lodging on Trips	70	\$299.93	\$8,403,153
Auto/Truck/Van Rental on Trips	61	\$23.65	\$662,735
Food and Drink on Trips	71	\$332.37	\$9,311,876

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

¹⁷**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.